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PLANT

CALADIUMS FOR COLOR

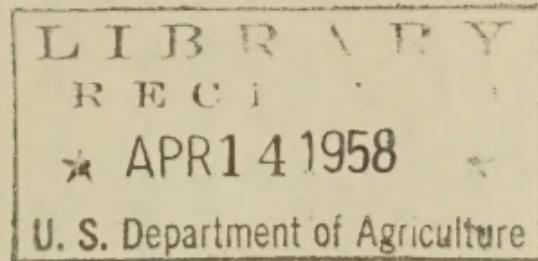
THIS SUMMER

MORELAND'S NURSERIES
86 Highpoint Drive
Gulf Breeze, Fla.

Section 34.66, P.L.&R.
U. S. POSTAGE
PAID
Gulf Breeze, Fla.
Permit No. 2

NOTICE TO POSTMASTER: If not delivered in 5 days please return to sender.

Return Postage Guaranteed.



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U S DEPT OF AGRICULTURE
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GLADIOLUS

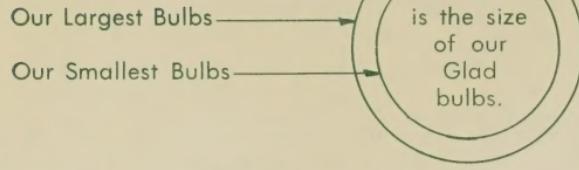
GLADS BLOOM FROM 70 TO 90 DAYS AFTER PLANTING DEPENDING UPON VARIETY.

PLANT SOME EVERY WEEK OR SO, AND YOU CAN HAVE BLOOMS UNTIL FROST.

NOTE: Some of the varieties listed are new and are offered by us for the first time. Since you will surely want Gladiolus in your garden the question arises as to what size bulbs you should buy and where you should buy them. These questions are answered below.



This is a Gladiolus bulblet. These are sometimes sold as blooming varieties of bulbs 1" to 2" in circumference. Note: They are blooming varieties, not blooming size—1" in circumference is less than 1/3" in diameter. Bulblets take 2 years to bloom.



Our Glads are large enough to give a bloom of excellent quality the first year. They have never bloomed before so you get all the bloom the bulb is capable of producing. This is the size bulb bought in huge quantities by the commercial growers who raise gladiolus for the cut flower market. This size is your best buy. You can pay less and get bulblets, or pay more and get older bulbs with less life remaining.

OUR PRICE IS ONLY 2c each (for 200)

FOR GLADIOLUS BULBS WHICH ARE UNCONDITIONALLY GUARANTEED TO GIVE YOU TOP QUALITY BLOOMS THIS YEAR.

YOU CANNOT BUY A BETTER BULB AT ANY PRICE

RANUNCULUS

A well-bred relative of the common Buttercup. Our Ranunculus will produce a number of large, full, double blooms of brilliant colors and delicate texture. Ranunculus requires more care and cultivation than Dutch Iris, but they have the great virtue of producing a comparatively large plant from a very small bulb and of producing a profusion of lovely blooms over a long period of time.

ANEMONES

A bloom similar in size and texture to Ranunculus, and care is also similar. The colors are slightly different from Ranunculus but blend well with them and for that reason the two are frequently planted together. We have both the double (St. Brigid) and the single (De Caen) Anemones, but it should be remembered that even the double Anemones will actually produce double flowers only if given proper care.

ORDER BLANK

All stock on this page packed 20 bulbs to the bag.

Please indicate below number of bags (not bulbs) wanted:

..... Assorted Gladiolus—The best possible assortment including those below and other varieties as well, packed 20 of one color to the bag and labeled.
..... Mixed Gladiolus—An unlabeled mixture including those below and any other varieties available.

Below we have listed some of the Gladiolus varieties which we now have available. Since we get a number of shipments, at any given moment we may be out of one or more varieties, in which case we will substitute with the closest color possible, unless you indicate otherwise.

..... April Beauty—Peach Philippo's Memory—Pale Lilac Rose, Red and White stripe
..... Collette—Orange Pride of Holland—Madder Red
..... Elan—Pale Pink, Creamy White center Snowprincess—White
..... Firmament—Lavender Gray Spotlight—Yellow
..... Johann Strauss—Large, Red Ruffled Champion—Raspberry Pink
..... Mrs. Marks Memory—Rose Magenta Vanguard—Red and White
..... Pactolus—Salmon, Bright Fiery-red spot	

Anemones : St. Brigid (double) DeCaen (single) Ranunculus

All bulbs are packed in bags of 20 — no bags will be split.

**1 to 7 bags — 50c per bag 10 to 39 bags — 40c per bag
Wholesale — 32c per bag**

(This price will be extended to anyone ordering 50 or more bags)

**THESE ARE DELIVERED PRICES. THERE ARE NO HIDDEN EXTRAS. WE PAY POSTAGE
PLANTING DIRECTIONS WILL BE ENCLOSED WITH BULBS**

Our shipping season ends June 1st. No orders filled after this date.

To order simply indicate the number of bags wanted of each item, in the space provided, and enclose your remittance for the proper amount as indicated above. Because mail in our printed self-addressed envelope is almost never lost, we recommend cash for your convenience if your order is small. We will make good cash (not over \$5.00) lost in the mail, if your order was mailed in by you personally in our regular return addressed envelope.

CALADIUM BULBS

Caladiums are the most colorful plant that we know. They are very fast growing and produce a big "show". During June, July, and August, when it is too hot for most other plants, their brilliant foliage will brighten any drab spot in your garden.

To do their best Caladiums should be planted in very rich, loose soil containing a good deal of humus. They require good drainage but like to be watered frequently and liberally. They may be planted in sun or shade but the foliage will be larger and brighter colored if they are planted in the shade.

It is our opinion that Caladiums are most effective if used in mass and if the number of varieties used is kept small. We think that the most attractive plantings consist of not more than three different varieties. However, we have found from experience that most of our customers prefer a wider assortment.

Caladiums are most effective if planted in mass and our quantity price of
40 for \$5.00 makes mass planting practical.

Please indicate number of "bags of 5" wanted, NOT NUMBER OF BULBS.

Red Varieties:

- Ace of Hearts
- Attala
- Lady In Red
- Poecile Anglais
- Red Flare
- Hortalania
- Itacapus
- Best Red Available

Pink Varieties:

- Fannie Munson
- Pink Beauty
- Dr. Groover
- Best Pink Available

Copper Varieties:

- Blaze
- Arno Nehrling
- Richard Deckard
- Best Copper Available

White Varieties:

- Candidum
- Marie Moire
- Edith Mead
- Best White Available
- Assorted
- Mixed

TO ORDER: Simply check in the appropriate place items wanted and enclose remittance.

Our shipping season ends June 1st.
No orders filled after this date.

If your name and address are not correct, please make the necessary changes.

The varieties listed are available as this catalog goes to press, but the list of available varieties changes from time to time so substitutions may be necessary. You may specify varieties if you prefer and we will do our best to send the varieties specified. If you do not specify a preference, we will send assorted. Assorted are packed separately in multiples of 5 to a bag and labelled as to color. If 40 bulbs are ordered, you will normally receive 8 different varieties. If mixed bulbs are ordered we hand select bulbs of each variety for each order to assure you of a balanced mixture. If 40 bulbs are ordered you will normally receive about 15 different varieties. Mixed are not labelled.

PRICE

Less than five bags

\$1.00 per bag

8 Bags for \$5.00

Additional bags

60c per bag

Wholesale: \$100.00 per thousand

(500 minimum at this price)

**THESE ARE DELIVERED PRICES.
THERE ARE NO HIDDEN EXTRAS.
WE PAY POSTAGE.**

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE
FIRST CLASS PERMIT NO. 2, SEC. 34.9, P. L. & R., GULF BREEZE, FLA.

MORELAND'S NURSERIES

86 HIGHPOINT DRIVE

GULF BREEZE, FLA.

